

Arts Commission Proposed 2013 Study Issues									
Proposed 2013 Study Issues			Commissioners' Ranking #1 = highest Priority				Composite Score of ALL	Commission's Final Ranking	
<i>Study Issues marked with an asterisk (*) fell below the line or were deferred last year. These will be reviewed by Council regardless of any Commission recommendation.</i>									
		<i>Staff Rec</i>	Karun	Park	Santos	Seto	Sumner		
LCS13-02	Consider Whether to Reopen the Creative Arts Center Gallery at the Sunnyvale Community Center	<i>Drop</i>							
CDD13-06	Require In-lieu Fees for Art in Private Development for Mixed-use Projects	<i>Drop</i>							

**LCS 13-02 Consider Whether to Reopen the Creative Arts Center Gallery
at the Sunnyvale Community Center**

Lead Department Library and Community Services

History 1 year ago None 2 years ago None

1. What are the key elements of the issue? What precipitated it?

This Study Issue was proposed by the Sunnyvale Arts Commission after they decided to drop an earlier proposed Study Issue to consider the feasibility of developing a museum downtown. While the Commission believes a museum downtown would be a great cultural amenity and add character to the City, they decided to drop the Study Issue due to the amount of City resources that would be required to conduct the feasibility study and needs assessment. However, the Commission still believes that the idea of a gallery and associated programs has value as a cultural amenity in the City, and an alternative Study Issue has been proposed for Council consideration.

This study will consider the feasibility of reopening the Creative Arts Center Gallery at the Sunnyvale Community Center. The 800 square foot exhibition space was closed July 2003 as a cost savings measure in the Community Recreation Fund. The study would explore the feasibility of reopening the space as a gallery and what facility improvements or renovations would be required to do so.

As part of the study, a series of possible scenarios under which the Creative Arts Center Gallery facility might be reopened for the display of artwork to enrich the Sunnyvale community would be developed.

Depending on the result of this policy study, a Budget Issue may also be submitted at a later date.

2. How does this relate to the General Plan or existing City Policy?

Sunnyvale Council Policy 6.4.1

F.1.a Conduct periodic surveys and evaluations of use patterns and customer satisfaction in order to provide arts facilities which most effectively meet the community's needs.

CC-9 Appropriate Arts Facilities. Provide and maintain arts facilities based on community and the City's ability to finance, construct, maintain, and operate them.

CC-9.1c Evaluate opportunities to utilize arts facilities and resources.

3. Origin of issue

Board or Commission Arts Commission

4. Staff effort required to conduct study Moderate

Briefly explain the level of staff effort required

Approximately 80 - 120 staff hours would be required to inspect gallery infrastructure and determine if any repairs or maintenance is required. Additionally, staff would develop preliminary scenarios for programming and operations.

5. Multiple Year Project? No **Planned Completion Year** 2013

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? Yes
If so, which? Arts Commission
Is a Council Study Session anticipated? No

7. Briefly explain if a budget modification will be required to study this issue

Amount of budget modification required

Explanation

No budget modification is required to conduct the study – approximately 80 - 120 staff hours would be required.

8. Briefly explain potential costs of implementing study results, note estimated capital and operating costs, as well as estimated revenue/savings, include dollar amounts

Are there costs of implementation? Yes

Explanation

The purpose of the study is to determine whether it is feasible to reopen the Creative Arts Center Gallery, and, if so, what the potential impact would be to do so. The study will also consider possible operating structures or scenarios under which the gallery could be used as an exhibit space, what type of associated programs should be included in the operational plans, and potential cost of both facility and program operations.

9. Staff Recommendation

Staff Recommendation Drop

If 'Support', 'Drop' or 'Defer', explain

Staff believes that this initiative can occur within the context of routine operations and a Study Issue is not required. Staff hours can be allocated in FY12/13 to develop an operating plan to reopen the Creative Arts Center Gallery. Implementation of the plan would be dependent on community support. The development of a community driven non-profit organization will be essential to move the plan forward and ensure that gallery exhibits and related programs will be cost neutral for the City.

Reviewed by

Approved by

Lisa Rosenblum

10/10/12

[Signature]

10-11-12

Department Director

Date

City Manager

Date

2013 Council Study Issue

CDD 13-06 Require In-lieu Fees for Art in Private Development for Mixed-use Projects

Lead Department Community Development

History **1 year ago** None **2 years ago** None

1. What are the key elements of the issue? What precipitated it?

The City recently changed the requirements for providing public art for new non-residential development projects to allow payment of a fee in lieu of providing art work for any project subject to the provisions.

This study would review whether the art in private development program should apply to mixed use commercial/residential development projects, even though residential-only projects are excluded from the current requirements. The study would consider whether to charge the fee for the non-residential portion of the mixed-use project only, or to include residential in the fee.

2. How does this relate to the General Plan or existing City Policy?

General Plan Policy CC1.1 Identify the boundaries of the City with attractive and distinctive features.

General Plan Policy CC-1.8 Provide and encourage the incorporation of art – both functional and decorative – in public and private development.

General Plan CC-1.8e Continue to acquire public artworks which contribute to the public identity of outdoor places and provide pleasure and enrichment for Sunnyvale residents.

General Plan Goal CC-4.a Provide public facilities which are accessible, attractive and add to the enjoyment of the physical environment.

Zoning Code 19.52.100. Public arts fund and in-lieu fee for artwork.

3. Origin of issue

Board or Commission Planning Commission

4. Staff effort required to conduct study Moderate

Briefly explain the level of staff effort required

Background research of other cities' approach and legal issues; public outreach, preparation of reports and public hearings.

5. Multiple Year Project? No Planned Completion Year 2013

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan?	No
Does this issue require review by a Board/Commission?	Yes
If so, which?	Arts Commission, Planning Commission
Is a Council Study Session anticipated?	No

7. Briefly explain if a budget modification will be required to study this issue

Amount of budget modification required

Explanation

- 8. **Briefly explain potential costs of implementing study results, note estimated capital and operating costs, as well as estimated revenue/savings, include dollar amounts**

Are there costs of implementation? No

Explanation

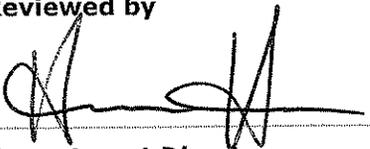
- 9. **Staff Recommendation**

Staff Recommendation Drop

If 'Support', 'Drop' or 'Defer', explain

Currently, if a site is two acres or larger, a project is subject to art requirements provided a commercial use is included. Mixed use projects are therefore already required to comply with the art in private development requirements, so no study is required.

Reviewed by

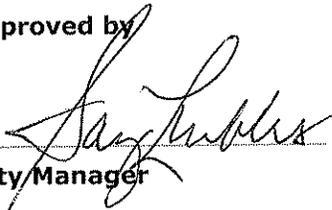


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